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Class Project Leads to Charlotte Design Award for Student

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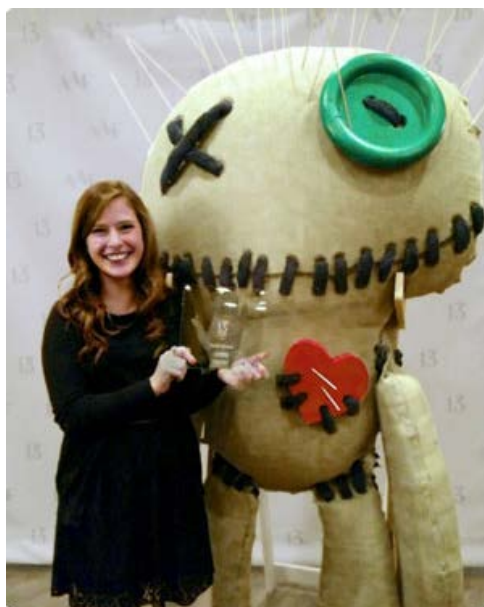
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Class Project Leads to Charlotte Design Award for Student

Quick Facts

- Tarah Catalano is a senior graphic design major from Greenville, S.C.
- Her project was an assignment from a 3D-design class.



Tarah Catalano

ROCK HILL, S.C. — The Charlotte advertising community recognized a Winthrop University student last week for a design she created in class.

Tarah Catalano, a senior graphic design major from Greenville, S.C., was presented an **ADDY Award** from **American Advertising Federation (AAF) Charlotte**. The organization is a non-profit professional trade association comprised of creative people dedicated to excellence in advertising.

During her junior year, Catalano created a point-of-purchase display for an imaginary brand in her 3D-design class. Catalano's concept was a display for Campfire Delights, a retailer of smores-making equipment.

Catalano's design features a larger-than-life geometric pattern with a bright color pallet over a rich blue 'firewood' backdrop.

The AAF Charlotte recognizes the year's best projects in both the professional and student industry. Catalano's design was awarded for best student point-of-purchase display.

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